



Callaway Golf Introduces Callaway-connect E-business Solution For Retail Customers

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CARLSBAD, CA., January 26, 2001 – Callaway Golf Company (NYSE:ELY) has announced the creation of Callaway-Connect, a new e-business solution that will be offered as a free service to authorized Callaway Golf retailers. Callaway-Connect will allow retailers to securely place orders, check order or return statuses, monitor accounts and get the latest news and information from Callaway Golf – all in real time over the Internet.

Callaway Golf partnered with Click Commerce Inc., the acknowledged leader in Internet-enabled channel management solutions, to create Callaway-Connect. The system incorporates highly sophisticated, integrated technologies in a user-friendly way. Once an authorized Callaway Golf retailer has signed up for the free service, the retailer receives a password that allows them to access their account at www.callaway-connect.com on the Internet. An easy-to-follow set of options will guide retailers through all facets of business with Callaway Golf. Callaway-Connect is such an efficient way to conduct business and exchange information, the entire Callaway Golf sales organization will soon be utilizing the system.

“Callaway-Connect is the culmination of a year-long effort to simplify our business processes to better serve the customer,” said Mick McCormick, Executive Vice President, Global Sales, for Callaway Golf. “This is about much more than technology – it’s about strengthening the relationship between the Company and its customers. Our customers have told us that they wanted to spend less time on details and more time selling product. Callaway-Connect provides an unprecedented tool to make doing business simpler and more efficient so our customers can concentrate on doing more business. And our sales representatives will still provide the same level of personal service and attention, only now they’ll be able to work more efficiently, too.”

For retailers who do not have a computer, or would like to upgrade their existing computer, Callaway Golf has also selected Gateway, Inc. as the company’s preferred hardware partner for Callaway-Connect. Gateway is known for delivering customized solutions for customers. Its network of more than 300 Gateway Country Stores across the nation gives customers local access to demonstrate systems and receive the consultation and training they need, providing additional support for Callaway-Connect users. Retailers will also benefit from special pricing incentives from Gateway.

Callaway-Connect users will benefit from a wide variety of features, including:

- Order processing;
- Account status and invoice status;
- Shipping status;
- Returns status and repair authorization; and
- Instant alerts and messaging.

Golf retailers are not obligated to use Callaway-Connect in order to remain authorized Callaway Golf retailers. Callaway-Connect will be available to authorized U.S. Callaway Golf retailers in March. Retailers can sign up for the service at this week’s PGA Merchandise Show in Orlando, Fla., or on the Internet at <http://www.callaway-connect.com>. Callaway-Connect will be made

available to international retailers at a later date.

Callaway Golf Company makes and sells Big Bertha® Metal Woods and Irons, including Big Bertha ERC™ II Forged Titanium Drivers, Big Bertha Hawk Eye® VFT™ Titanium Drivers and Fairway Woods, Great Big Bertha® Hawk Eye Titanium Drivers and Fairway Woods, Big Bertha Steelhead Plus™ Stainless Steel Drivers and Fairway Woods, Hawk Eye Tungsten Injected™ Titanium Irons, Steelhead™ X-14® and Steelhead X-14 Pro Series Stainless Steel Irons. Callaway Golf Company also makes and sells Odyssey® Putters, including White Hot™, TriHot™, and Dual Force® Putters. Callaway Golf Ball Company, a wholly-owned subsidiary of Callaway Golf Company, makes and sells the Callaway Golf® Rule 35™ Firmfeel™ and Softfeel™ golf balls. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com, www.callawaygolfball.com and www.odysseygolf.com.